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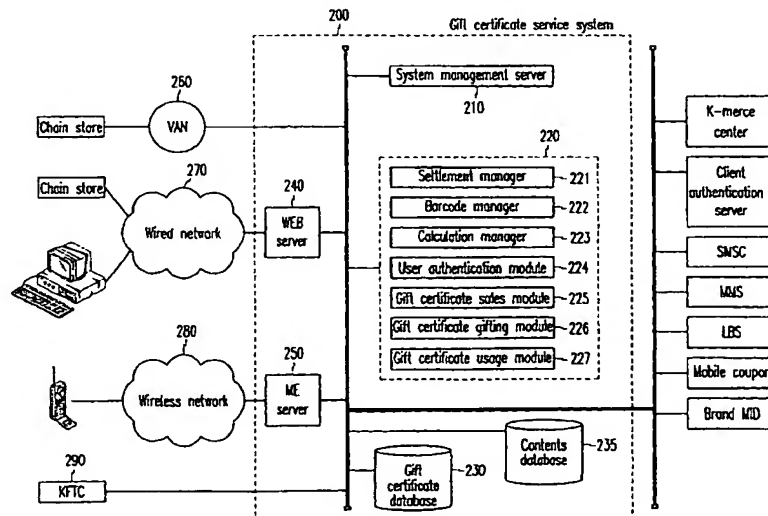
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(54) Title: METHOD FOR CIRCULATING AN ELECTRONIC GIFT CERTIFICATE IN ONLINE AND OFFLINE SYSTEM



(57) Abstract: Disclosed is an electronic gift certificate circulating method for a gift certificate service system including a gift certificate database and a gift certificate service server to manage sales of the electronic gift certificates according to requests by a communication terminal through wired and wireless networks, comprising: receiving a user's purchase request from the communication terminal; checking a settlement state of the electronic gift certificate bought by the user; settling the electronic gift certificate bought by the user, and issuing the bought electronic gift certificate to the user, when the user requests settlement; storing the issued gift certificate information in the gift certificate database; and notifying the user of the gift certificate purchase particulars in a message format.

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